

CA⁴Health

healthy places...healthier lives

The California Community Transformation Initiative

FanOut Presentation, December 10, 2012

Focusing resources & strategies for maximum impact



*Funded by the Centers for Disease Control and Prevention,
through the Prevention and Public Health Fund of the Affordable Care Act.*

CTG's Big Goals

1.

Maximize health impact through **prevention.**

2.

Advance **health equity** and reduce health disparities.

3.

Expand the **evidence base** for local policy, environmental and infrastructure changes that impact health.

Core belief:

Communities have the power to shape their own health and well-being.

Strategic Directions

Tobacco
Free Living

Healthy Eating
Active Living

Clinical & Community
Preventive Services

Healthy & Safe Physical
Environment



California Focus

Smoke Free Multi-Unit
Housing (*MUH*)

Decrease Sugar Sweetened
Beverages (*SSB*)

Chronic Disease Self-Management
Program (*CDSMP*)

Safe Routes to School (*SRTS*) /
Enhanced Walkable Communities

CTG in California



** New CTG Small Community CA awardees are Community Health Councils, Sonoma County, Santa Clara County, St. Helena Hospital Clear Lake*

12 Funded Counties

- » Calaveras
- » Humboldt
- » Imperial
- » Madera
- » Mendocino
- » Merced
- » Monterey
- » Shasta
- » Siskiyou
- » Solano
- » Tulare
- » Tuolumne

30 Partner Counties

- » Alpine
- » Amador
- » Butte
- » Colusa
- » Del Norte
- » El Dorado
- » Glenn
- » Inyo
- » Kings
- » Lake
- » Lassen
- » Marin
- » Mariposa
- » Modoc
- » Mono
- » Napa
- » Nevada
- » Placer
- » Plumas
- » San Benito
- » San Luis Obispo
- » Santa Barbara
- » Santa Cruz
- » Sierra
- » Sonoma
- » Sutter
- » Tehama
- » Trinity
- » Yolo
- » Yuba

Our Vision

The vision for the California Community Transformation Initiative is that all Californians living and working in small communities will be able to live healthier lives as healthy places become the norm.

Our Mission

- » Provide local communities with the tools, training, guidance and inspiration to make their communities healthier where people live, work, study, and play.
- » Implement targeted efforts and maximize impact for each of the project's four strategic directions.
- » Identify ways to integrate these efforts in a more comprehensive prevention model.
- » Build the evidence-base for sustainable models that can be disseminated to help lift up the health of small communities throughout our nation.

Our Brand



» 4 strategic directions

» California for Health

» Emphasizes place-based approaches

Year One Accomplishments

Operationalized Grant and achieved wins

Developed TA Infrastructure and programs

Created Brand, Mission, Vision

Hosted Annual Meeting

Developed Evaluation and conducted public opinion poll

Leveraged new resources and partners

Reducing Consumption of Sugary Beverages

- *Working in schools, afterschool, CBOs and the public sector.*
- *Changing social norms, engaging youth, changing organizational policies.*



Year One SSB Accomplishments

- » **Imperial County:** Received pledges from six county departments to reduce SSBs access
- » **Madera County:** Launched a Spanish- and English-language SSB multi-media campaign
- » **Mendocino County:** Targeting 20 organizations to adopt healthier beverage standards
- » **Tulare County:** Worked with multiple partners to reduce access to SSBs at middle schools
- » **Mendocino County:** Trained 55 youth on SSBs and changing organizational beverage practices

County CTG & Network Collaboration

- » **Solano County:** Utilized CX3 findings to help inform the location of neighborhoods to focus CTG's SSB efforts in.
- » **Merced County:** Trained UC Merced students . Network staff provided nutrition education; CTG staff trained students in changing organizational beverage practices. UCM students now trying to reduce access to SSBs at their health fairs on campus.
- » **Imperial County:** At a health fair for county employees, Network staff provided nutrition education ; CTG staff surveyed employees about beverage preferences to support their efforts to reduce SSB access in county facilities.

Safe Routes to School

Incorporating SRTS in school wellness plans, general plans, pedestrian/bicycle plans, trail and mobility plans that will enhance overall community walkability, safety and connectedness



Safe Routes Systems Change

- Institutionalize pedestrian and bicycle policies in schools, school districts and local governments (towns, cities and counties) that promote, expand and maintain walking and bicycling norms and environments
- Address challenges and barriers in policies that inhibit, prevent or prohibit students and residents from walking or bicycling to and from school and other neighborhood destinations
- Establish joint use agreements for school properties
- Establish Complete Streets policies supporting SRTS

Strategies Supporting Systems Change

Establish ongoing walking groups before and after school

-- walking school buses and bike trains

Conduct walking and bicycling encouragement activities

-- mileage challenges, poster contests, helmet decorating

Support pedestrian/bicycling skills and safety education

-- small-scale streetscapes courses, bike rodeos, traffic tamers

Promote school crossing guard programs

-- engage older adult residents to serve as volunteers

Wrap-up & Next Steps

- » Identify one activity your agencies/programs have done to address SSBs and SRTS
- » Opportunities for future collaboration

For more information please contact:

» **Robert Berger** *robert.berger@phi.org*

510 285-5658 (p)

510 418-7895 (c)

Two short, horizontal orange lines are positioned below the contact information, one on the left and one on the right.